

In the claims:

1 1. (Currently Amended) A computer-implemented method for
2 targeting marketing content to an online user, each
3 content having an associated target profile, comprising
4 the steps of:
5 collecting data describing the user, ~~in a user profile,~~
6 ~~the data~~ including a photographic likeness of the
7 user, in a user profile;
8 comparing the user profile, including information derived
9 from the ~~user's~~ photographic likeness, to a ~~the~~
10 target profile associated with each content; and
11 presenting the online user with marketing content based
12 on the comparison.

1 2. (Currently Amended) The computer-implemented method of
2 Claim 1, further comprising ~~including~~ the step of
3 dynamically creating content for the online user based on
4 the user profile, wherein the dynamically created content
5 includes a portion of the ~~user profile~~ data describing
6 the user.

1 3. (Original) The computer-implemented method of Claim 2
2 wherein the dynamically created content includes the
3 photographic likeness of the user.

1 4. (Currently Amended) The computer-implemented method of
2 Claim ~~[[3]]~~ 1, further comprising the step of altering
3 ~~wherein~~ the photographic likeness ~~is altered~~ to

4 incorporate a portion of the content into the
5 photographic likeness for display to the user.

1 5. (Currently Amended) The computer-implemented method of
2 Claim [[4]] 1, wherein the step of collecting data
3 includes ~~the step of identifying the location of the~~
4 user's facial features in the photographic likeness.

1 6. (Currently Amended) The computer-implemented method of
2 Claim 5, wherein the step of identifying facial features
3 includes identifying ~~identification of the user's~~ eyes,
4 nose, lips, ears and neckline of the user.

1 7. (Currently Amended) The computer-implemented method of
2 Claim 5, wherein the step of identifying facial features
3 ~~collecting data~~ further includes ~~the step of~~ identifying
4 facial feature characteristics including skin tone and
5 hair color of the user.

1 8. (Currently Amended) The computer-implemented method of
2 Claim 1, wherein the step of collecting data includes the
3 ~~step of~~ tracking the user's online browsing habits.

1 9. (Original) The computer-implemented method of Claim 1
2 wherein the step of collecting data includes the step of
3 receiving the user's response to context specific survey
4 questions.

1 10. (Currently Amended) The computer-implemented method of
2 Claim ~~7~~ wherein 1, further comprising the step of
3 altering the photographic likeness ~~is altered~~ to simulate

4 the application of cosmetics on the ~~photographic likeness~~
5 user.

1 11. (Currently Amended) The computer-implemented method of
2 Claim ~~4~~ 10, further comprising the step of selecting a
3 ~~wherein the color of the cosmetics is selected~~ based on
4 the identified facial feature ~~characteristics~~ features.

1 12. (Currently Amended) The computer-implemented method of
2 Claim ~~5~~ 1, further comprising the step of altering
3 ~~wherein the photographic likeness is altered~~ to simulate
4 the user wearing of jewelry.

1 13. (Original) The computer-implemented method of Claim 1
2 further comprising the steps of:
3 assigning metrics to the collected data; and
4 creating a data index for the user based on the assigned
5 metrics, whereby the data index identifies the
6 user's preferences and purchasing habits.

1 14. (Original) The computer-implemented method of Claim 13
2 further including the step of applying a confidence
3 factor to each metric, the confidence factor causing the
4 metric value decay over time.

1 15. (Currently Amended) A system for targeting marketing
2 content to a plurality of online users comprising:
3 a data storage including:
4 a plurality of user profiles, each user profile
5 requiring data describing a user's
6 demographic and psychographic characteristics
7 and a photographic likeness of the user; and
8 a plurality of online content; a plurality of
9 target profiles, each target profile having
10 an associated content; a processor; and
11 a program memory connected to the processor, the program
12 memory having program instructions stored therein
13 for instructing the processor to perform steps
14 comprising:
15 comparing [[a]] information derived from the
16 associated user's photographic likeness and
17 other information in the user profile, to the
18 target profiles; and
19 presenting the online user with the content
20 associated with the target profiles.

1 16. (Original) The system of Claim 15 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the step of dynamically creating
4 content for the online user based on the user profile,
5 wherein the dynamically created content includes the
6 photographic likeness of the user.

1 17. (Original) The system of Claim 16 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the step of altering the
4 photographic likeness to incorporate a portion of the
5 content into the photographic likeness for display to the
6 user.

4p 1 18. (Original) The system of Claim 15 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the step of identifying the location
4 of the user's facial features in the photographic
5 likeness.

1 19. (Original) The system of Claim 18 wherein the
2 photographic likeness is altered to simulate the
3 application of cosmetics on the photographic likeness.

1 20. (Original) The system of Claim 15 wherein the program
2 memory further includes instructions for instructing the
3 processor to perform the steps of assigning metrics to
4 the user profile data, and creating a data index for the
5 user based on the assigned metrics, whereby the data
6 index identifies the user's preferences and purchasing
7 habits.

21. (Currently Amended) A method for targeting marketing
content to an online a user having an associated user
profile requiring a photographic likeness of the user,
each targeted content having an associated target profile
defined by market segmentation variables, comprising the
steps of:
assigning metrics to data elements in the user profile,
each metric representing either an incremental or
detrimental change in a market segmentation
variable, and including a confidence factor that
decays over time;
calculating a user index by applying the assigned metrics
to the market segmentation variables;
comparing the user index to the target profile associated
with each content; and
presenting the online user with content based on the step
of comparing.

22. (Original) The computer-implemented method of Claim 21
further including the step of dynamically creating
content for the online user based on the user profile,
wherein the dynamically created content includes a
portion of the user profile.

23. (Original) The computer-implemented method of Claim 21
wherein the step of assigning metrics includes assigning
metrics to information derived from the user's
photographic likeness.

1 24. (Original) The computer-implemented method of claim 23
2 wherein the photographic likeness is altered to
3 incorporate a portion of the content into the
4 photographic likeness for display to the user.

1 25. (Original) The computer-implemented method of Claim 24
2 wherein the photographic likeness is altered to simulate
3 the application of cosmetics on the photographic
4 likeness.

1 26. (Original) The computer-implemented method of Claim 24
2 wherein the photographic likeness is altered to simulate
3 the wearing of clothing.

1 27. (Currently Amended) A method for targeting marketing
2 content to an online user, each content having an
3 associated target profile including at least one market
4 segmentation variable and each online user having an
5 associated user profile requiring a photographic likeness
6 of the user and including a plurality of other data
7 elements, comprising the steps of:
8 collecting data describing the user in the user profile,
9 the data including responses to context sensitive
10 questions;
11 comparing the information derived from the associated
12 user's photographic likeness and the context
13 sensitive questions, to the target profile
14 associated with each content; and
15 presenting the online user with content based on the
16 comparison.

sp' 1 28. (Original) The method of Claim 27 further comprising the
2 steps of:
3 identifying at least one deficient data element from the
4 user profile;
5 identifying content having an associated market
6 segmentation variable that relates to the deficient
7 data element; and
8 creating a context sensitive question based on the
9 identified content, wherein the answer to the
10 context sensitive question is collected in the
11 deficient data element.

1 29. (Original) The method of Claim 28 further comprising the
2 step of dynamically creating content for the online user
3 based on the user profile, wherein the dynamically
4 created content includes a portion of the user profile.

30. (Previously Cancelled)

1 31. (Currently Amended) The method of Claim 27 wherein the
2 photographic likeness is altered to incorporate a portion
3 of the content into the ~~photographic~~, photographic
4 likeness for display to the user.

1 32. (Original) The method of Claim 31 wherein the
2 photographic likeness is altered to simulate the
3 application of cosmetics on the photographic likeness.
